**Problem Statement:**

**CodeX**is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities of India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents. Peter Pandey, a marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions

* 1. **1. Demographic Insights (examples)**
  2. **a.** Who prefers energy drink more? (male/female/non-binary?)
  3. **b.** Which age group prefers energy drinks more?
  4. **c.** Which type of marketing reaches the most Youth (15-30)?
  5. **2. Consumer Preferences:**
  6. **a.** What are the preferred ingredients of energy drinks among respondents?
  7. **b.** What packaging preferences do respondents have for energy drinks?
  8. **3. Competition Analysis:**
  9. **a.** Who are the current market leaders?
  10. **b.** What are the primary reasons consumers prefer those brands over ours?
  11. **4. Marketing Channels and Brand Awareness:**
  12. **a.** Which marketing channel can be used to reach more customers?
  13. **b.** How effective are different marketing strategies and channels in reaching our customers?
  14. **5. Brand Penetration:**
  15. **a.** What do people think about our brand? (overall rating)
  16. **b.** Which cities do we need to focus more on?
  17. **6. Purchase Behavior:**
  18. **a.** Where do respondents prefer to purchase energy drinks?
  19. **b.** What are the typical consumption situations for energy drinks among respondents?
  20. **c.** What factors influence respondents' purchase decisions, such as price range and limited edition packaging?
  21. **7. Product Development:**
  22. **a.** Which area of business should we focus more on our product development? (Branding/taste/availability)

1. How often people consume energy drink based on age/ gender?
2. How Taste of Codex varies according to the age/ gender ?
3. **Recommendations:**
4. ● What immediate improvements can we bring to the product?
5. ● What should be the ideal price of our product?
6. ● What kind of marketing campaigns, offers, and discounts we can run?
7. ● Who can be a brand ambassador, and why?
8. ● Who should be our target audience, and why?